

SIDE TALKS

About Geo. S. Parker Fountain Pens and Other Subjects

JANUARY, 1915

JANESVILLE, WISCONSIN, U. S. A.



Why Does Schwab Succeed Where Others Fail?

"He only is a well made man who has good determination" is said to be a maxim of the great financier. It is the lesson we must all learn if we would succeed.

Get What You Go After

The man who took his pail, sat down on a rock in the middle of the field, and waited for the cow to back up to be milked, was first cousin to the fellow who expected things would come his way without trying.

Work, hustle, push, plan, execute. To the man who is determined to succeed there is no such thing as dull times. He's so busy keeping things moving that he has no time to sit down and grumble. Therefore the saying of the great advertising agents, N. W. Ayer & Son: "**Keeping everlastingly at it brings success**"—is a true one.

The man who is carrying around with him a concealed desire to buy a **Parker Pen sometime**, represents a numerous family.

All he needs is proper attention from a man who has made a study of salesmanship. He knows that nothing counts for more than personally speaking to the prospective buyer in the right way. A tap on the shoulder, the right word at the right time, have been known to do wonders.

That delicate, intuitive, unseen force which we all realize exists, yet invisible and difficult to describe — the possession of which distinguishes a good salesman from one that is no good. It enables its possessor to feel and know intuitively what is taking place in his customer's mind, so he can act accordingly.

Get busy in the pen department. The holiday rush is now past. Clean up and straighten out your pen stock. Send in to the factory any goods that need attention such as you cannot give. Get your orders in for fresh stock. You should have **Parker Standard**, also the **Jack Knife**, the "**Press the Button**" Self-Filler, the **Jack Knife Self-Filler**—a big seller—and also the **Transparent**.

No order is too large and none too small to have our most courteous attention.

Sincerely yours,

GEO. S. PARKER

No Retreat

Some men are born fighters!

In times of war they are the commanding officers. In peaceful countries, these same men become leaders in business.

No general whose veins clog with cowardice ever wins a battle. No dealer who quakes with fear at the first breath of trouble, and whose action becomes paralyzed when business conditions are changing, ever made an enduring success.

Today we hear, "Nothing like this has ever happened before," and "What am I to do?"

Do? Do what a man should do.

Not retreat at the first smell of smoke. Business is a militant vocation.

It requires forward action not retreat.

Cross Lots

The money of the country is not annihilated but is simply under cover. You must be the suitor to bring it out.

How?

By making your stock increasingly attractive.

You cannot increase your pen business when refusing to order sufficient stock. Keep your stock attractive and alluring. The display of a rag-tag and bob-tail stock of fountain pens only sends buyers to competitors and adds to the gloom of the bob-tail dealer.

You wish to succeed: Are you willing to pay the price? There is no cutting cross lots to success.

Success—that is permanent success—is founded upon character and character is a matter of growth and right thinking.

If you are not as prosperous or happy as you wish, remember to look within, act, and you have the remedy.

Not only will you find the doors of success open as by magic to you but you will find the new plan of living will make each day a day of joy to you.

Intuition

One of the best pen salesmen the writer ever had the pleasure of doing business with was a man who considered every person who entered his store as a prospective buyer for a Parker Pen unless he had already sold him one.

Not every prospect who has developed into a real purchaser asked of his own accord for a Parker Pen. The man who expects to do a successful pen business by simply selling only those who come to him and ask him for a pen is doomed to disappointment. That is a good deal like the "man who took his pail and sat down on a stump in the middle of the field and waited for the cow to back up to be milked."

Just put yourself in the other fellow's place for a moment. Suppose for instance you are in the store of a reputable dealer whom you respect and patronize occasionally and one of his salesmen should step up to you in a cordial manner and say:

"Mr. Blackman, I have just been looking over a new shipment of Parker Pens which I have gotten in and came across one of the new Jack Knife Safety Self-Fillers that has in it an especially nice point and I have laid that pen aside for you to try a few days. It is just the pen I would like to have you own for I know when your hand gets suited, you will derive a great amount of genuine comfort from its use."

"Suppose you put this pen in your pocket and use it for a few days and if you think you will like it, step in again and you can pay me for it and if not you can hand it back, whichever you prefer."

Now, don't you really think you would feel pleased at this way of doing you a good turn and the dealer at the same time and being the object of his thought and attention. Could you do less than take the pen as suggested and at the end of a few days, you probably would have learned to like it to such an extent that you would wonder

how in the dickens you had gotten along so many years without such a convenience and of course, you buy it.

It's the practice of just such little things as these that makes a new salesman graduate into a good one and from a good one into a better one and eventually into a big business man. How many times have you stopped to consider that thought force is a real thing—something that can be depended upon for results just as truly as a hammer strikes another piece of metal on an anvil.

Would you like to prove it? If so, you can demonstrate to your own satisfaction that you can do things better and more of them in the future than you have done in the past. Make a resolve that in the next twenty-four hours you will suggest to ten different people who enter your store that you want to do them a favor by having them stop long enough to see the advantages of using a Parker Pen, the pen that will write as a fountain pen should; that is always ready; that is clean; that will endear itself to the owner and the longer he uses it, the better it will be liked.

Follow up the suggestions with tact. Get a pen into the hand of each man for trial, intimate to him what a pleasure is in store for him by making use of the pen, show him the importance of making a good selection—something that will just fit his hand and that you, as an expert pen salesman, are there to help him make that selection.

Will You Get a Better Job?

That's up to you: If you are trying to give your employers service from your standpoint only, what you think he is paying for, you are doomed. In the scales from your employer's standpoint, you are not holding down the balance, and you are soon due for a "dump" or a reduction in some way.

There are many ways to win promotion and to lay the ground work to become an employer yourself.

Here's one way: Show ability plus energy and honesty—then do things that makes money for the firm. You are not hired by him as a social companion, or an ornament, but to produce, to make money—that's the brass tacks of the question.*

Did you say you were doing all you could?

Then you have not come to your own. You need an awakening—perhaps a rude one such as losing your job, or having some awakened one promoted ahead of you.

As a concrete example of unexplored opportunities, let me ask how many fountain pens have you sold?

Have you sold any pens except those asked for?

Have you been only an automaton and did only what any one could have done?

There are a thousand and one opportunities for pen selling right in your store, and the question is, how many sales have you individually worked up?

Investigation shows of the total number of pens sold, only about 30 per cent. are actually called for and the other 70 per cent. are due to salesmanship.

Parker Pens pay a good profit and if you could surprise "the boss" by asking him to order some more pens after you had put on a little quiet selling campaign, what a look of surprise you could bring on his face perhaps by so doing.

"Parker Pens," he would say, "why, we ordered enough three months ago to last six months." Then take him over to the case and show him the vacancies. Let him see the record. Pleased? He certainly would be. He might not throw up his hat and say "bully," but he would order the pens and then watch to see how you did the trick. Pretty soon he would see that you were alive, awake, could see where others could not or did not, that your smile and tact and intuition had a commercial value that he had not before suspected. From that moment on, you have started the foundation of your fortune.

*Note—We have a pocket edition of "Side Talks" on pen selling opportunities, a copy of which we will be glad to mail to any salesman who is looking to improve his selling ability.

The world is looking for such men and there are places in abundance and rich rewards awaiting the man who does things.

Not only this, but life will take on a joy that you did not before suspect existed. Each day will bring a new set of conditions that will be a pleasure to meet and conquer.

Following along the lines suggested will open up a fountain pen business for you that will be a pleasant surprise to you.

Arrangement of Stock

Is your stock of Parker Pens arranged in its most attractive manner?

Do you know right where to put your hand on a Jack Knife Safety Self-Filler? Do you know where the regular Self-Fillers are—or the standard or the Jack Knife?

Do you know where the fine, coarse or stub points are so that when you have a customer who asks for a stub point you can lay your hand immediately on a stub and produce it without making any interruption in his thought?

If your case is not in this condition, you are detracting from your greatest success. Many successful pen salesman are now using the Transparent Pen as a demonstrator and it certainly is a wonder. Especially is this true if you have one of the Pump Fillers. You simply insert the nozzle of the pen in the bottle, tip the bottle upside down and pump a few times and the customer sees with his own eyes how the Pump Filler fills the fountain without unscrewing the nozzle and at the same time he is very greatly interested in seeing the ink shoot down the "Lucky Curve."

Then you can set the bottle down on the counter, still retaining the pen in the nozzle of the bottle and pump again and it pumps the ink right out of the fountain back into the bottle. It is sort of a spectacular showing but it does wonders when it comes to selling a fountain pen and invariably you can sell one of the Pump Filler bottles in addition to the fountain pen whenever you show this wonderful little device. (Pump Fillers cost \$1.80 per dozen and sell at retail from 25 to 35 cents each).

Transparent Self-Filler

By the way, we make the same pen in the Transparent Self-Filler. This does not show the ink, however, but it shows the simplicity of the "Press the Button" device and the transparent barrel is just as essential in showing the wonderful simplicity of the Self-Filler as in showing the standard style to show how the "Lucky Curve" drains the ink back into the reservoir and keep the nozzle clean.

Do You Know?

What it is that makes the career of two men so different, yet who start out practically endowed the same? One man lives, figuratively speaking, by brute force, and within himself and in a state of paralysis so to speak so far as utilizing any of the mystic forces of which he is in the midst.

The other! Passes along, calm, forceful, deriving his power from the source of all power, meeting problems and solving them—successful yet not making riches his aim, succeeds where the other fails—happy where the other is miserable—cheerful where the other is gloomy.

Good Thoughts Are As Real As Gold

Your business, like your character, is what you make it. Be courageous.

Think thoughts of success—of good cheer.

Soon these thoughts will clothe themselves with the very things you desired and the fears with which you were infested will soon wither up and disappear.

Here is a poem by Mr. Couch who is a good friend of the Parker Pen. It is certainly full of "ginger and snap." To anyone who will send us as good a one as this that is accepted for publication, we will be glad to send a \$10.00 bill.

The Parker Pen From "A" to "Z"

A stands for Anti-Break, which applies to the Cap, and Apt Advertising, full of ginger and snap.

B stands for Blotting, a thing of the past, by users of Parkers, writing slowly or fast.

C stands for Controller, and also for "Curve," creating friends for the Parkers, as they richly deserve.

D stands for Durable, a feature worth while. Double life have the Parkers in any old style.

E stands for Energy and Earnest Endeavor. Each to good business an opening lever.

F's for our Fountain, of which you've "Heard tell." Few have approached it; none can excel.

G is for Gratitude, expressed and implied. Grateful are those with a Parker supplied.

H is for Hustler, which a man ought to be. Have you tried with a Parker? Just do it and see.

I stands for Industry, Intelligence and Ink. It's a good combination, wouldn't you think?

J stands for Janesville, where Parkers are made. Justly made famous with "Lucky Curve's" aid.

K stands for king, which is only a name. Kindly given our Pen, but it adds to our fame.

L stands for "Lucky," the Curve widely known. Likewise are those who a Parker can own.

M is for Medals, both silver and gold. Many we've taken, as the records have told.

N is for Neatness, a source of much pride. Nozzles of Parkers couldn't leak if they tried.

O stands for Order, which will promptly be filled. Only good things from our Factory are filled.

P is for "Parker," the Pioneer Pen, preferably purchased by practical men.

Q is a hard one, but it stands for "Quill." Quite a number of "has beens" use a goose feather still.

R is for Race, which the Parkers are winning. Ranks of our rivals are constantly thinning.

S stands for Success, by the world much admired. Striving to surpass, we never grow tired.

T is for Treatment that's honest and square. The Parker Pen Policy is known everywhere.

U stands for Users, who work with a vim. Unless you've a Parker you're not in the swim.

V is for Volume our sales have assumed. Very soon to the junk pile other pens will be doomed.

W is for Woman, for whose delicate hand we've a special made Parker—the best in the land.

X is for multiply and also for Ten Excellent symbols of the Lucky Curve Pen.

Y stands for Yesterday, with its old-fashioned rules. You are not up-to-date using back number tools.

Z stands for Zeal, which is oftentimes preached. Zenith of fame has the "Lucky Curve" reached.

New Helps for Live Dealers to Sell Fountain Pens

Slides for the movies—a new series, beautifully colored, various subjects. We put the dealer's name at the bottom.

The beautiful Oriental poster showing camels and pyramids, seven colors, size 25x26.

New set of cards with easel back, showing Egyptian scenes.

"Cats scratch"—a new card just the size for a street car sign. Will guarantee every man who sees one of these will smile when he sees it. It is a good dispeller of gloom. If you want several of these to put in the street cars of your city, ask for them. If you merely want one to put in your window, you can be sure that people will stop and look at it and remember the sign. It's the best card sign we have put out for years.

Oriental Posterettes—We have had little poster stickers about 2x2½ inches in size, made up in colors from the Oriental views which Mr. Parker secured last summer. Attached to envelopes, packages or correspondence, they attract attention and make mighty good fountain pen advertising. Can you use some of these little posterettes? If so, how many?

Foreign signs—transparencies for door or window—used by our agents in foreign countries before the war broke out. We have these in nearly all languages. Beautiful lady with flowing hair, semi-nude, riding a Parker Pen through space. If you can use one of these, tell the language in which you would like to have the sign and we will send it to you. Supply of these limited, order quick.

Traveling Men Praise "The Lucky Curve"

Lancaster, Wis.

Parker Pen Co., Janesville, Wis.

Gentlemen:—A very singular coincidence took place this evening at the above hotel. When writing our orders, one mentioned the fact that he used the best fountain pen made, upon which both sides disagreed, saying theirs was the best. But, upon investigation, we find each and all to be the famous and old reliable "Lucky Curve," and wish to show our appreciation of its merits by sending this, our mutual recommendation for the "Lucky Curve" to all traveling men, and to the general public. Signed by

J. A. STAFFORD,
J. W. DEMPSEY,
H. E. MCCOY,
Commercial Travelers.

From Lawrence University

Lawrence University, President's Office, Appleton, Wis.

Parker Pen Co., Janesville, Wis.

Gentlemen:—Permit me to add an unsolicited testimonial to those I presume you are constantly receiving, relative to the merits of your "Lucky Curve" pens. I have used one nearly four years and have found it eminently satisfactory. They are what you claim, "good pens."

Respectfully,
ZELIA A. SMITH.

Parker Leads Them All

Michigan.

Geo. S. Parker Pen Co., Janesville, Wis.

Gentlemen:—I want to say the Parker led them all in this vicinity this Christmas. All that was necessary for us was to say, "It's a Parker," and it was sold.

D. D. SHANE. Jeweler.

Well Pleased With Parker Business

Kansas.

Parker Pen Co., Janesville, Wis.

Gentlemen:—Enclosed find draft for \$20.00, to apply on account. Am well pleased with Parker Pen business. Have sold more fountain pens since I put in the case assortment than I sold in the four years before that.

L. S. GRIMM. Jeweler and Optician.

Never Had a Success Like the Parker

Alfred, N. Y.

Parker Pen Co., Janesville, Wis.

Dear Sirs:—We have sold Fountain Pens for fifteen years, but have never had a success like the Parker Pen has brought us. Our customers have all been pleased.

A. A. SHAW. Jeweler.

Quick Sales in Pennsylvania

Pennsylvania.

Parker Pen Co., Janesville, Wis.

Gentlemen:—The pens I ordered from you arrived in good order. They arrived at noon today and I sold three while I was unpacking them. I have sold three since and it is now 2:00 p. m.

D. A. CALEY.

Parker Pens Sell Themselves

Washington.

The Parker Pen Co., Janesville, Wis.

Dear Sirs:—Fountain Pens sent me August 17th, are at hand. I enclose you check for the amount of the bill less 2 per cent. in ten days. My method is to bring the pen before the public, then show its superiority over the cheap pens with which the market is flooded, and absolutely guarantee every one. Good goods sell themselves when once established.

JAMES HENDERSON. Druggist.

Never Failed to Give Satisfaction

Michigan.

Parker Pen Co., Janesville, Wis.

Gentlemen:—I do not need to stop and think about the pleasure in store for me if I use the "Lucky Curve" Pen, as I have been a user of the same for the past three years. During that time, I have given my pen all kinds of usage, and have used all kinds of ink, but it never has failed to give entire satisfaction. If I could not get another one, I would not sell mine at any price. My pen is a \$2.50 pen. Hoping for you the prosperity that you deserve, I am,

J. E. CONVERSE. Attorney-at-Law.

Will Buy Nothing But the Parker

Indian Territory.

Mr. Geo. S. Parker, Janesville, Wis.

Dear Sir:—Parker Pens and case shipped me on the 17th of November were duly received, and am very much pleased with them. They were all in good order, and I believe I will be able to do a good business with them. I have handled the Waterman for the past two years, but since I have examined the "Lucky Curve" I will buy no others. I am using one every day, and it works beautifully.

FRED MCINTYRE.

Breaking Out in Poetry

Alabama.

The following is a copy of an ad. on my billboard today:

The Parker has a Lucky Curve,
But not a leaky joint;
'Tis made with even flow to serve,
Which is its strongest point.
* * * * *

Of all the gifts for maid's or men,
Most useful is a Parker Pen.

Yours truly,
R. W. BURTON, Bookseller and Stationer.

Just About Squelched Competition

Colorado.

Parker Pen Co., Janesville, Wis.

Gentlemen:—The new Jack-Knife Safety Self-Filler is to our mind the last word in the way of an ideal fountain pen, and the business of the past month has convinced us of this. It has just about squelched competition, for no one other maker of pens offers a product that has the appearance and selling points this little pen has.

SEELY-FOURNIER DRUG CO.

The Summing Up

Michigan

We have had a better sale on Parkers this season than any other make and we think the new Safety Self-Filler is the greatest and best fountain pen from any stand-point we have ever seen and we predict an immense sale on it. Our business on Parker's is increasing and we are seriously considering the handling of no other brand but Parker's as the variety is so complete.

VAN OSTRAND - MATTISON DRUG CO.

Parker Jack Knife Safety Fountain Pens

Made with safety lock which prevents ink from leaking out no matter in what position they are carried. Big sellers on account of their wonderful convenience and real safety.



No. 24 $\frac{1}{2}$. Price \$4.00. Parker Jack Knife Safety
SELF FILLER, or regular as wanted. Medium length. Fancy chased barrel.



No. 24 $\frac{1}{2}$. Price \$4.00. Parker Jack Knife Safety
SELF FILLER, or regular as wanted. Full length. Fancy chased barrel.



No. 20. Price \$2.50. Parker Jack Knife Safety
SELF FILLER, or regular as wanted. Full length. Plain barrel.



No. 23 $\frac{1}{2}$. Price \$3.00. Parker Jack Knife Safety
SELF FILLER, or regular as wanted. Full length. Fancy chased barrel.



No. 23 $\frac{1}{2}$. Price \$3.00. Parker Jack Knife Safety
SELF FILLER, or regular as wanted. Medium length.



No. 25. Price \$5.00. Parker Jack Knife Safety
SELF FILLER, or regular as wanted. Full length.



No. 24. Price \$4.00. Parker Jack Knife Safety
SELF FILLER, or regular as wanted. Full length. Plain barrel.



No. 20 $\frac{1}{2}$. Price \$3.50. Parker Jack Knife Safety
SELF FILLER, or regular as wanted. Two Gold Bands.



No. 20 $\frac{1}{2}$. Price \$2.50. Parker Jack Knife Safety
SELF FILLER, or regular as wanted. Short medium length. Fancy chased barrel.



SPECIAL NOTICE: Any Parker Jack Knife Safety Cap may be fitted with ring to attach to chain. Above cut shows No. 20 $\frac{1}{2}$ Jack Knife Safety so fitted. Price of ring in addition to pen 25c. Very popular and adds much to the looks of the fountain pen.

Parker "Lucky Curve" Fountain Pens



No. 18. Price \$2.00. With Level Lock Clip \$2.25
Black or mottled rubber. If you prefer a pen with a screw joint, here it is. No. 18½—Same as No. 18 but with fancy chased holder.



No. 20½. Chased or Plain. Price \$2.50. With Level Lock Clip \$2.75.
Furnished in New Self Filler at Same Prices
This is the same size as No. 20. The only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and plain cap.

Parker No. 20 Transparent Bakelite \$3.50



No. 23½. Chased or Plain. Price \$3.00. With Level Lock Clip \$3.25.
Furnished in New Self Filler at Same Prices
It is the same size as No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired.

Parker No. 23 Transparent Bakelite \$4.00



No. 24½. Chased or Plain. Price \$4.00. With Level Lock Clip \$4.25.
Furnished in New Self Filler at Same Prices

Same description as No. 20½ will apply to this pen, with exception of the size. In size it is a duplicate of No. 24.
No. 24½ with two gold bands. Price \$5.00. Same as No. 24½ regular but barrel is fitted with two gold filled plain or chased bands.

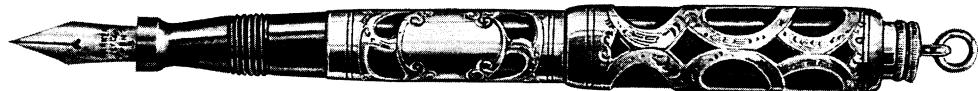
Parker No. 24 Transparent Bakelite \$5.00



No. 51. Price \$3.50. Furnished in New Self Filler at Same Prices
This is very plain with a filled gold or sterling silver ornament in center of barrel for name. It is so unique that it has already become a decided favorite.



No. 50. Price \$5.00. Furnished in New Self Filler at Same Prices
Neat and attractive barrel perfectly plain, cap crowned with white surrounded by gold filled band. A dignified, yet rich looking pen that is highly prized by many.
No. 50½—Same as No. 50 with chased barrel and cap, \$5.00.



No. 16. Jack Knife Safety. Gold Filled Mountings. Price \$6.00. Regular or Baby Size

No. 14. Jack Knife Safety. Sterling Silver Mountings. Price \$5.00. Regular or Baby Size
This cut shows the Baby Jack Knife which has been displayed in our magazine advertisements. It is one of the most popular patterns. This beautiful little pen is a source of admiration and delight to many. Ladies find this very convenient and dainty. It is fitted with a little ring fastened to end of cap so it may be suspended by a chain.

All Jack Knife Safety Pens furnished with ring to attach to chain or pin for 25c extra.

Now is the Time for You to Stock Up on Parker Inks

The Parker line of inks gives the dealer an unusual advantage because of its completeness, the high quality of every number, and the fact that the prices leave the dealer a better profit than other well-known brands of ink. Our lines of inks and pastes include fountain pen ink, writing fluid, school ink, bankers' "safety" ink, combined writing and copying fluid, and red ink, all put up in very attractive packages. We have recently added to this line three new and very attractive numbers in fountain pen ink (Nos. 10, 15 and 20), listed on this page. If you sell Parker Pens you should certainly carry Parker Inks as well, and if you are not a Parker Pen dealer, you will find the Parker line of inks well worth a place in your store.

Fountain Pen Inks

No. 1 Fountain Pen Ink, 4-oz. bottle, packed in handsome bright red carton, beautifully colored lithographed label. One of the best selling packages on the market. Bottle is fitted with a large rubber cork dropper. Price 25c per bottle; wholesale price \$15.00 per gross.

No. 2 Traveler's Fountain Pen Ink, dark maroon case polished screw top, handsomely lithographed label, bottle fitted with fountain filler; can be thrown in bag upside down or any other way, without fear of spilling. A wonderful seller. Retail, 25c per bottle; wholesale price, \$18.00 per gross.

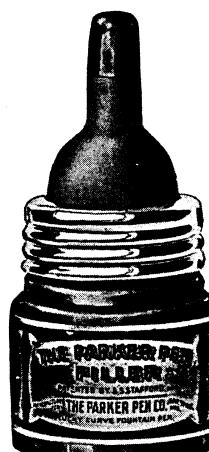
No. 10 Fountain Pen Ink 2-oz. square bottle with composition top on cork. Each bottle put up in beautiful carton—\$7.20 per gross.

No. 15 Fountain Pen Ink, 4-oz. square bottle, put up same as No. 10—\$10.80 per gross.

No. 20 Fountain Pen Ink, 4-oz. desk filler fitted with large rubber cork dropper and aluminum screw top—\$18.00 per gross.



No. 10
Fountain Pen Ink



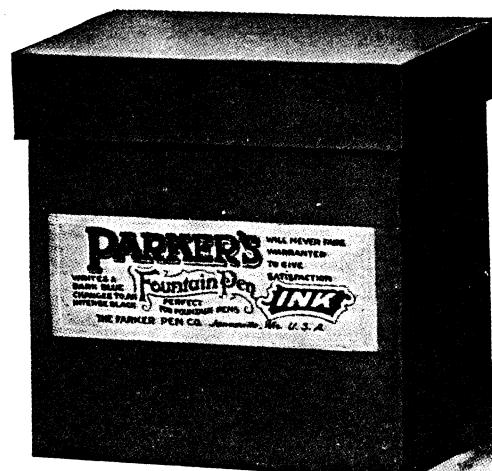
Parker Pump Filler
(Two-third Actual Size)

Parker Pump Filler

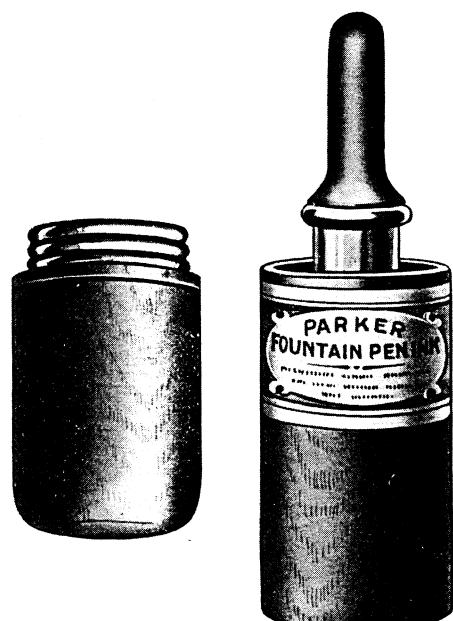
Bottle fills any fountain pen without unscrewing the nozzle. Simply take out little stopper at extreme top of bottle, insert the nozzle of the pen, invert the bottle, then pump from six to ten times and the pen is full. Keeps ink in the bottle free from dirt. Bottle can be refilled when necessary. Retail prices, 25c and 35c; wholesale price to the trade, \$5.40 per quarter gross.



No. 20 Fountain Pen Ink



No. 1 Fountain

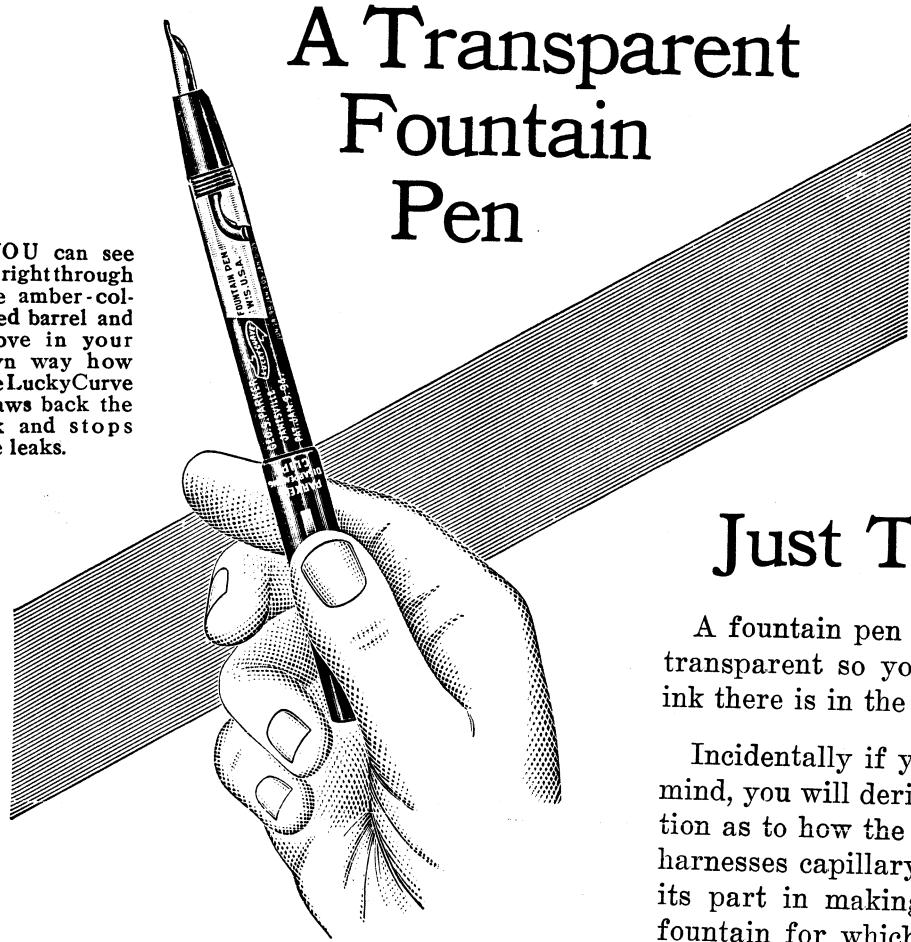


No. 2 Fountain Pen Ink

HERE'S SOMETHING NEW—

A Transparent Fountain Pen

YOU can see right through the amber-colored barrel and prove in your own way how the Lucky Curve draws back the ink and stops the leaks.



The Parker *Transparent* Pen has taken a prominent place in the sales of Parker Pens during the past few months.

Just Think Of It!

A fountain pen made with a barrel perfectly transparent so you can see exactly how much ink there is in the barrel at all times.

Incidentally if you are of a scientific turn of mind, you will derive much interesting information as to how the "Lucky Curve" successfully harnesses capillary attraction, thus performing its part in making the Parker Pen a cleanly fountain for which it is noted the world over.

From a demonstrating standpoint, no dealer who is up to date and who wishes to make all the sales possible in Parker Pens will be without a sample of the Transparent Pen.

We also make the transparent pen as a Self-Filler but in this latter case, the ink cannot be seen as it is enclosed in a non-transparent rubber bag.

The advantages of having the Self Filler with the transparent barrel is to see the ingenious operation of the presser bar mechanism when you "Press the Button."

Prices: No. 20 Bakelite, \$3.50; No. 23 Bakelite, \$4.00; No. 24 Bakelite, \$5.00; No. 25 Bakelite, \$6

Our Efficiency Offer Still Open

Our Efficiency Offer is still open. Any proprietor or PEN CLERK can have any UNMOUNTED Parker Pen ranging in price from \$2.50 to \$5.00 at 80 per cent discount.

Note Carefully: Efficiency order must be accompanied by STOCK order as guarantee of good faith; also ACCOMPANIED BY NAMES for whom pens are intended. Increased efficiency in pen selling means first a personal knowledge of Parker Quality.